



National Healthy Worksite Program

**Comprehensive Workplace Health Programs to Address
Physical Activity, Nutrition, and Tobacco Use in the Workplace**

National Healthy Worksite Program

Webinar Agenda

- National Healthy Worksite Program (NHWP) Overview
 - Program Goals
 - Program Outcomes
- Program Reach and Site Selection
- Program Components
 - National Program Evaluation
 - Program Administration
 - Program Timeline
 - Technical Assistance
- How to Stay Connected
- Next Steps

Program Overview

The Comprehensive Workplace Health Program to Address Physical Activity, Nutrition, and Tobacco Use in the Workplace will establish and evaluate comprehensive workplace health programs to improve the health of workers and their families.

The program is called the National Healthy Worksite Program.

Comprehensive Worksite Health

A comprehensive worksite health program:

- Is a planned, organized, and coordinated set of programs, policies, benefits, and environmental supports designed to meet the health and safety needs of all employees.
- Puts in place interventions that address multiple risk factors (e.g., overweight, poor nutrition, lack of physical activity, tobacco) and health conditions (e.g., diabetes, arthritis, heart disease and stroke) based on employee need and interest.
- Interventions and strategies chosen target both the employee (individual level) and the employer (organizational level).

Program Goals

- Reduce the risk of chronic disease among employees through science-based workplace health interventions and promising practices.
- Promote sustainable and replicable workplace health activities such as establishing a worksite committee, engaging senior leadership support, and forming community partnerships.
- Promote peer-to-peer business mentoring.

Program Outcomes

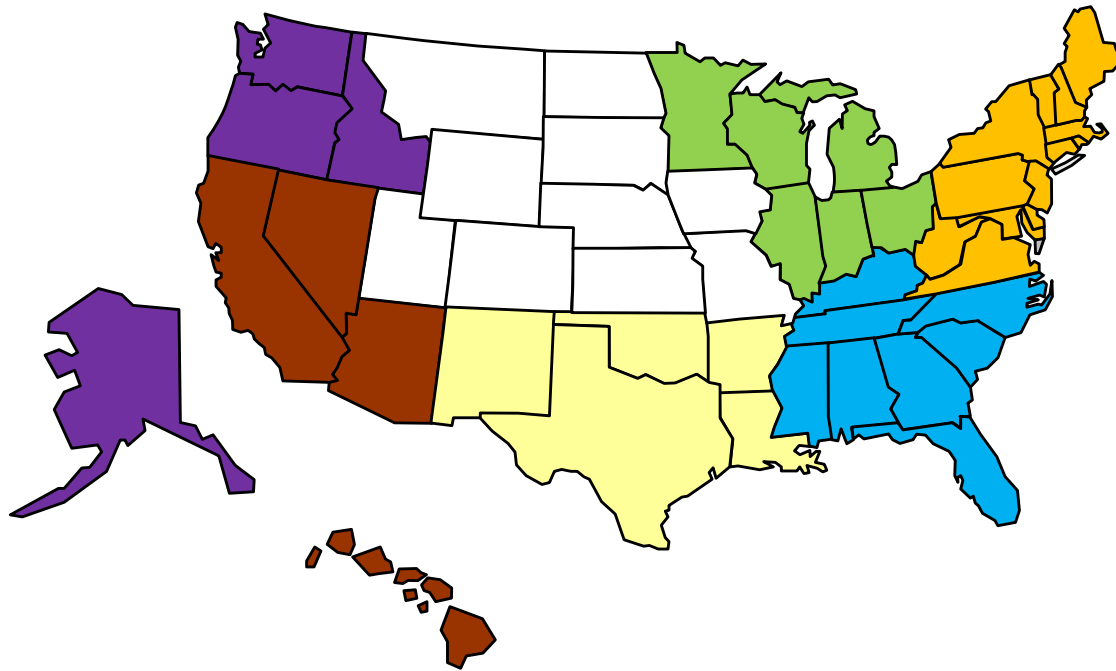
- Participating worksites put a high quality workplace health program in place.
- Participating employers have created a work environment that supports a culture of health.
- Participating worksites have implemented programs, policies, and environmental supports that will assist employees in adopting healthy behaviors.
- Key success drivers for building and maintaining a successful workplace health program have been captured and reported.
- Participating employers and employees have raised their level of knowledge and awareness of healthy lifestyle behaviors targeting physical activity, nutrition, and tobacco use as well as workplace and community resources that support healthy lifestyles.
- Participating employers and employees have increased their access and opportunity to engage in healthy lifestyle activities through the workplace and surrounding community.

Program Reach

- The *National Healthy Worksite* Program will
 - Engage and recruit up to 100 employers to implement comprehensive worksite wellness programs
 - Small (< 100 employees)
 - Medium (101 – 250 employees)
 - Large (251 – 1,000 employees)
 - Approximately equal numbers of all three size categories
 - Establish 7 local program sites with a group of up to 15 employers each
 - Employers within a single site will consist of all three employer size categories

Localized Regions

National Healthy Worksite Program Regions



Region 1 Region 2 Region 3 Region 4 Region 5 Region 6 Region 7

Site Determination

- Prevalence of chronic disease; health outcomes and health behaviors below state averages.
- Available community resources to support a sustainable program such as proximity to an acute care hospital and existing community health initiatives or programs.
- Preferences will be given to communities with high health disparities and allow for the inclusion of urban/rural localities, industry sector diversity and demographic diversity.

Program Components

Each employer will build a core workplace health program including the following components:

- Assessment of employer and employee needs, interests, health risks and existing capacity
- A planning process resulting in a workplace health improvement plan to guide the worksite through program development
- Implementation of programs, policies, and practices to address employee lifestyle risk factors related to physical activity, nutrition, and tobacco use
- Building a program infrastructure within each worksite for long-term sustainability including evaluation, wellness committees, program champions, and leadership (CEO/C-Suite) support
- Participation in programmatic activities, training, and technical assistance
- An evaluation of individual employee and organizational changes

Program Components

- Assessment
 - Assessment of employer and employee needs, interests, health risks and existing capacity
 - At the individual level, the NHWP will utilize a health risk assessment to assess elements of an employee's health such as:
 - Health behaviors related to physical activity, nutrition, and tobacco.
 - Health risk factors such as high blood pressure and overweight/obesity.
 - Current health status.
 - At the organizational level, the NHWP will assess elements of:
 - The workplace structure, culture, practices and policies related to health and safety.
 - Environmental elements of the physical workplace such as facilities and settings where employees work as well as access and opportunities for health promotion provided by the surrounding community where employees live.

Program Components

- Planning and Infrastructure
 - A planning process to develop a workplace health program including goal determination; selecting priority interventions; and building an organizational infrastructure including:
 - Establish a broadly representative workplace health council or committee.
 - Establish site-level health promotion champions.
 - Establish community linkages/leverage community resources and ongoing programs.
 - Establish a Site-level Workplace Health Improvement Plan
 - Promotion and Marketing of the program to employees

Program Components

- Program Implementation
 - Implementation of health promotion programs, policies, and practices to address employee lifestyle risk factors related to physical activity, nutrition, and tobacco use
 - Available to employees for a minimum of 12 months
 - Progress regularly reported to senior leadership
 - Ongoing communications, marketing, and promotion
 - Development of social support systems
 - Tracking of program goals

Program Components

- Program Intervention Examples
 - Classes or seminars on fitness, nutrition, tobacco cessation or stress management
 - Weight management programs that offer counseling, coaching, and education
 - Physical activity classes or walking groups/clubs
 - Tobacco cessation counseling through a quitline or health plan
 - Lifestyle coaching or counseling
 - Signage related to health promotion program components
 - Information resources such as brochures, videos, posters, pamphlets, newsletters, or other information addressing the risks of physical inactivity, poor nutrition, and tobacco use

Program Components

- Policy Intervention Examples
 - Tobacco-free campus policy
 - A policy that healthy foods will be made available at all company meetings or functions where food is served
 - A food procurement policy that limits company purchase of food and beverages high in sodium, calories, trans fats, or saturated fats
 - A policy allowing employees work time or flextime (i.e., flexible scheduling) to engage in employer-sponsored workplace health program activities such as physical activity programs

Program Components

- Environmental Support Intervention Examples
 - Access to onsite or near-by fitness facilities
 - Worksite stairwell enhancement and promotion
 - Making healthy foods available and accessible through vending machines or cafeterias
 - Menu labeling/signage including nutritional information on calories, sodium, trans fats, and saturated fats.
 - Providing employees with food preparation and storage facilities such as a microwave ovens, sinks, refrigerators, and/or kitchens
 - Establishing an onsite Farmer's Market
 - Establishing environmental supports for recreation and exercise such as
 - Walking/running trails
 - Utilizing multi-purpose space for physical activity classes
 - Maps of suitable walking routes
 - Bicycle racks, open space designated for recreation or exercise
 - A shower and changing facility
 - Create a work environment free of recognized health and safety threats with a means to identify and address new problems as they arise

Program Components

- Program Evaluation
 - Specific Evaluation and Assessment including the following:
 - Improvements in employee knowledge, behavior, and health risk
 - Improvements in employer health and safety culture
 - Improvements in employee productivity
 - Capture best practices and models for implementing effective workplace health programs nationwide
 - Document unique challenges and barriers experienced by employers and strategies to overcome them

National Program Evaluation

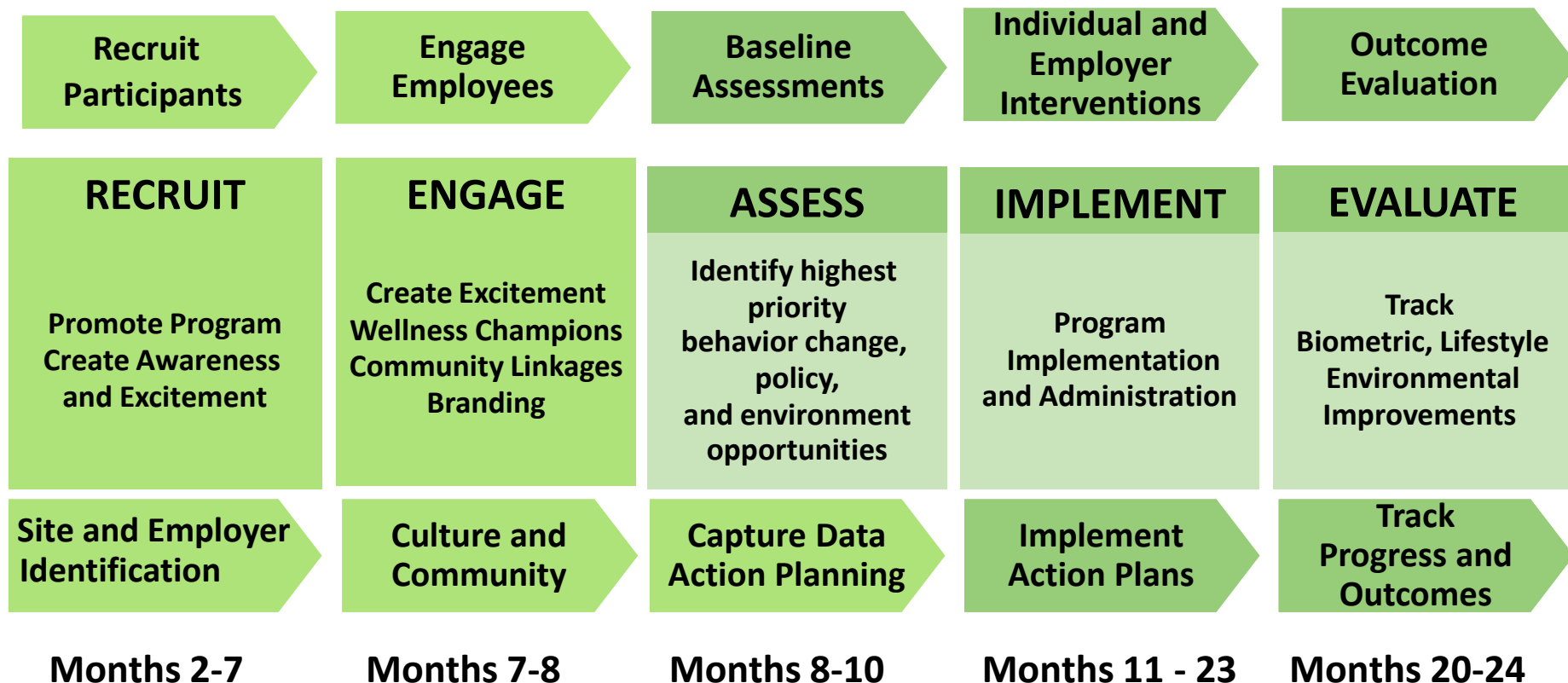
- Research Triangle Institute will coordinate and administer an evaluation of the overall program through quantitative and qualitative data applying the RE-AIM framework to assess:
 - The effectiveness of workplace health program activities that are implemented
 - The potential of these strategies to be sustainable over time
 - The processes involved in supporting workplace health programs
- Information will be disseminated through manuscripts, case studies, and success stories

Program Administration

- Not a grant program – no funds will be provided directly to employers
- Viridian Health Management will provide all programmatic support to participating employers

Program Timeline

Program Implementation and Evaluation Process



Technical Assistance

- Peer to peer mentoring
- Participation in community partnerships
- Subject matter expertise on strategies
- Webinars and distance-based learning
- Resources and tools will be available through program website

How to Stay Connected

- Program website
 - www.cdc.gov/nhwp or
www.cdc.gov/NationalHealthyWorksite
- Program mailbox
 - NationalHealthyWork@cdc.gov

Next Steps

- Upcoming webinars
- Each January webinar will be the same presentation
- Participants only need to register for 1 of the 3 January webinars
 - Site locations and employer participation process
 - January 13, 2012 12PM-1PM EST
 - <https://www3.gotomeeting.com/register/807742630>
 - January 20, 2012 12PM-1PM EST
 - <https://www3.gotomeeting.com/register/133770238>
 - January 20 2012 3PM-4PM EST
 - <https://www3.gotomeeting.com/register/367222398>
- The January webinars are primarily intended for an employer audience